

## Center for Families and Children / WSEM / El Barrio

Talent Management  
4500 Euclid Avenue  
Cleveland, Ohio 44103  
(216) 432-7257 (Fax)  
[careers@c4fc.org](mailto:careers@c4fc.org)

### Position: Sales Executive

#### **Job Summary:**

Under general direction of the program Director, this position's primary responsibility is to sell employee assistance program (EAP) services, educational services, wellness programs and related Ease@Work products to the employer community. This includes prospecting for new business and developing strategic relationships in order to achieve an established sales quota by consistently performing the required daily activities to build a robust pipeline of qualified opportunities. Responsible for completing prospective customer needs analysis as well as doing proposals and presentations.

#### **Job Duties & Responsibilities:**

In conjunction with the Director, develops and implements a new business annual sales plan. Creates a formal plan with goals, objectives and timelines. Organizes and executes activities to implement the plan. Develops short-term and long-term strategies to achieve target revenue goals. Monitors, assesses and reports ongoing progress so that changes can be made as needed.

Identifies prospective clients through marketing activities, analysis of current client profiles, competitive analysis and networking with human resource professionals, benefit consultants and other organizational decision makers. Builds strong external relationships with contacts at all levels.

Performs cost analysis, demographic and utilization profiles of prospective clients to assure that potential client needs matches EASE@Work business needs. Sells all program services to prospective customer organizations within set pricing parameters.

Adheres to departmental branding, messaging, and prospecting standards that include protocols for written and electronic communications and on-site presentations for the purpose of generating interest in all product lines. Including but not limited to exhibiting/attending professional conferences, sponsorships, developing sales campaigns through social media, blogging and email.

Increases revenue by assisting Account Management in presenting and up-selling additional program services to current clients as appropriate.

Coordinates the Request for Proposal process for prospects as appropriate. Responsible for conformance to deadlines, content and presentation of information as well as delivery of documents. Responsible for on-site presentation of the proposal.

Performs research on competition and identifies product trends for the purpose of new product development and service enhancements. Makes recommendations concerning the development and/or delivery of new products.

Appropriately transitions new clients to Account Management and notifies internal staff of new sales including the benefits, rates, employer profile and other information required for the account to be serviced appropriately.

Documents all interactions with prospective and current clients in the appropriate sales software program. Conforms to company policies and procedures and state and federal laws.

Performs other duties as assigned.

***Job Qualifications:***

A bachelor's degree in Marketing, Business Administration, Human Services, Human Resources or other related field is required.

Three to five years of demonstrated, proven sales experience is required. Managed Care experience is preferred. Fundamental understanding of sales skills and techniques required.

Requires superior relationship-based sales skills. Must be able to build strong rapport with internal and external customers, possess exceptional communication skills and have a strong desire to excel and sell. Goal-oriented, persuasive, effective problem solving skills, organizational time management skills and the ability to work independently, as well as part of a team, are highly valued. Must have effective presentation and negotiation skills.

Must demonstrate an understanding of general business skills including basic knowledge of accounting, marketing and administration.

Must be able to manage a workload independently and demonstrate sound judgment and decision-making. Excellent customer service follow-up and follow through skills are required.

Individual must possess and promote professional poise, perseverance and unyielding personal values and ethics.

***Application Procedures:***

For consideration of this employment opportunity, please submit your application materials to the address, fax, or email address noted.

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Attention: Sales Executive  
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HR Fax #: (216) 432-7257  
HR Email: careers@c4fc.org**